

As mass communication becomes increasingly digitized and interactive, social media platforms continue to be transformed into important hubs for the dissemination of news and information related to the field of medicine. Just like ordinary people, Healthcare Professionals (HCPs) rely on platforms like **Facebook**, **Twitter**, **Instagram**, **LinkedIn**, and now **TikTok**, to learn about, and share opinions on, the latest healthcare topics.



“If we’re not on these social media platforms as health professionals, then the conversation would be dominated by people who don’t have the appropriate training.”

—AUSTIN CHIANG, MD, MPH¹

For this latest **MedData Point Infographic**, we surveyed our industry-leading database to help us understand how HCPs are currently using social media platforms to engage with professional and educational content, as well as connect with their colleagues, patients, and communities on the latest advancements in public health, prescription drugs, medical devices/technology, and OTC treatments.

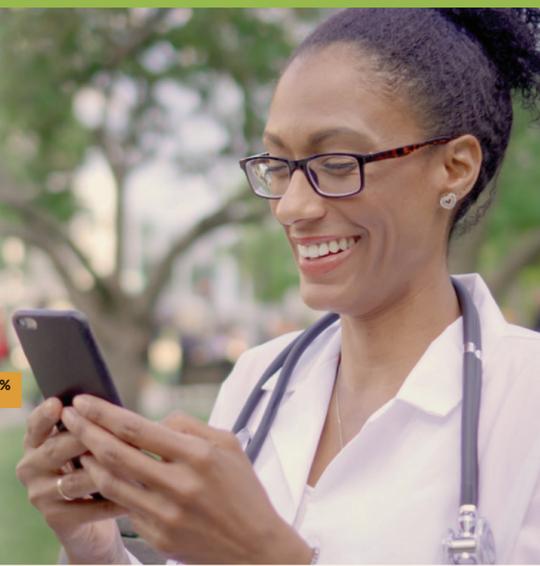
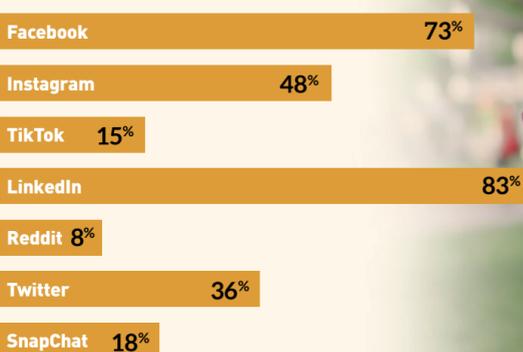


LinkedIn has grown significantly as a social media platform among HCPs, as self-identified since our prior survey. According to the company, 8.6 million healthcare practitioners are currently active on the platform.²

WHEN ASKED:

“On which of the following social media platforms have you personally created a user account?”

ALL HCP RESPONSES WERE AS FOLLOWS:



Major healthcare organizations have taken to social media to engage and educate their patients. For example, the Mayo Clinic produces “Mayo Clinic Minutes”, a series of short social media videos that regularly garner 10,000+ views on Facebook.³

WHEN ASKED:

“On which of the following platforms has your practice or facility created an account in order to communicate with patients, the community, or current/future staff?”

ALL HCP RESPONSES WERE AS FOLLOWS:

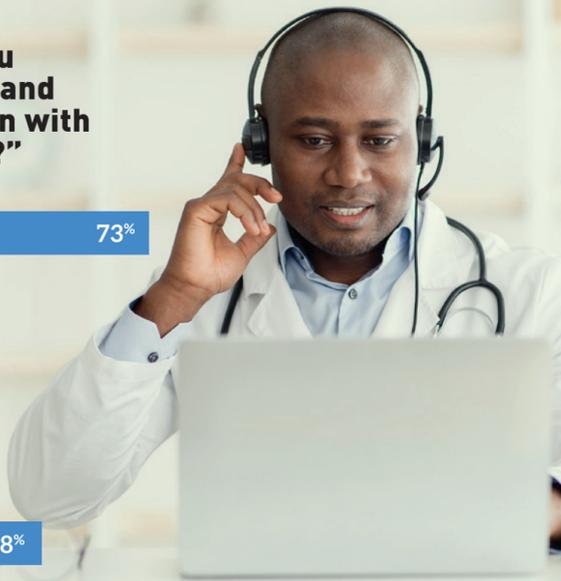
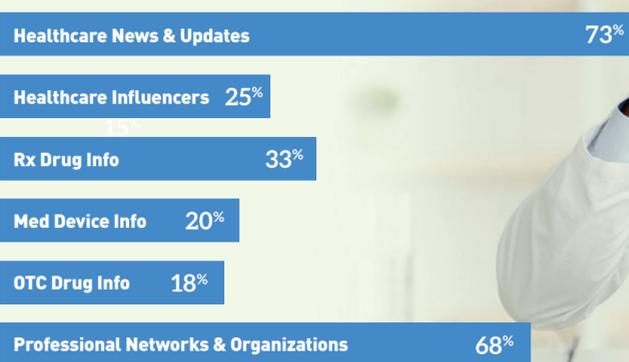


One-third of survey respondents reported Rx Drug-related information to be among the most engaging and effective content for HCPs on social media. Recent data shows that two-thirds of HCPs spend at least one hour per day on social media platforms.⁴

WHEN ASKED:

“Which of the following have you found to be the most engaging and effective in sharing information with fellow HCPs and/or the public?”

ALL HCP RESPONSES WERE AS FOLLOWS:



Podcasts are incredibly popular with the HCP community, due to their ability to deliver technical and industry-specific information in an engaging and convenient way.⁵

WHEN ASKED:

“Which of the following forms of social media content do you find typically provide the most timely, relevant information pertaining to your role as a healthcare professional?”

ALL HCP RESPONSES WERE AS FOLLOWS:



FREE RESPONSE QUESTION:

“Do you follow/engage with HCP ‘thought leaders’ via social media? Are you yourself taking to these platforms to share your unique perspective with the medical and/or patient community?”

“ZDogg and Eric Yazel, beacons of reason and truth in this whole pandemic mess.”

—ADVANCED PRACTICE NURSE

“Dr. Glaucomflecken is my favorite due to the on-target humor. I follow DFA and the Heroes group re: drug prices and other healthcare funding issues. Several other ACH physicians and I regularly post to try to counter vaccine misinformation.”

—PHYSICIAN, PEDIATRIC REHABILITATION MEDICINE

“I myself no, though I follow a couple and have commented on their content and have shared content.”

—PHYSICIAN, PSYCHIATRY



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MedData Group, an IQVIA business, leverages the OneKey database of 10M+ HCPs that includes hundreds of dimensions of professional, behavioral and organizational data fueling omnichannel engagement at scale.

MedData Group's industry-leading compliance quality data and programmatics support sophisticated audience identification, targeting, measurement and optimization of Programmatic, Email, Social, and Advanced TV campaigns.

1. <https://www.healio.com/news/primary-care/20210129/tiktok-docs-use-app-to-provide-reliable-medical-information>
 2. <https://www.linkedin.com/business/marketing/blog/linkedin-ads/linkedin-advancing-healthcare-marketing-in-a-new-world>
 3. <https://blog.hootsuite.com/social-media-health-care/>
 4. <https://www.pm360online.com/7-reasons-to-start-prioritizing-hcp-social-media-marketing/>
 5. <https://www.wollerskluerer.com/en/expert-insights/why-todays-healthcare-workers-love-podcasts>